


Exhibit B

Publishers Clearing House Book, Music & Video Buyers Mailing List

These buyers of books, videos, or music are generated from PCH's sweepstakes mailings.

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SEGMENTS		COUNTS THROUGH 06/30/2022	POPULARITY: ***** 98
1,429,511	TOTAL UNIVERSE / BASE RATE	\$100.00/M	MARKET: CONSUMER
	BOOK/VIDEO/MUSIC BUYERS	+ \$10.00/M	CHANNELS: 
150,611	AVG. MONTHLY HOTLINE	+ \$15.00/M	SOURCE: DIRECT MAIL SOLD
313,209	AVG. QUARTERLY HOTLINE	+ \$10.00/M	PRIVACY: UNKNOWN
DESCRIPTION			DMA?: YES - MEMBER
<p>Publishers Clearing House offers promotionally responsive and credit-worthy buyers of quality merchandise at affordable prices. These buyers are generated from PCH's various sweepstakes mailings. These consumers are music, book & video enthusiasts and spend their discretionary income on a variety of merchandise for their entertainment and enjoyment. They are ideal prospects for a variety of offers including: books, music, video, general merchandise, credit card, fundraising, insurance, membership and club continuity offers.</p>			STATUS: PREFERRED PROVIDER
			GEO: USA
			GENDER: 70% FEMALE 30% MALE
<p>This is a product select off the Publishers Clearing House Merchandise file.</p>			
<p>PROFILE/DEMOGRAPHICS:</p>			
<p>Buyers of a wide variety of Books, Videos, and music products.</p>			
<p>Source: 100% direct mail sold!</p>			
<p>Gender: 70% Female; 30% Male.</p>			
<p>Average sale: 30.00</p>			
<p>Selects include: New to File, Multibuyers, COAs, Dollar Amount, Paid as well as being enhanced by Datamatch with hundreds of lifestyle and demographic selects.</p>			










SELECTS

ADD'L SELECTS	
KEYING	\$2.00/M
MULTI-BUYERS/NEW TO FILE	\$10.00/M
PROFILE/DEMOGRAPHICS	
RUNNING CHARGES	\$10.00/M
STATE/SCF/GENDER	\$5.00/M
ZIP	\$10.00/M
ZIP +4	\$3.00/M

ADDRESSING

KEY CODING	\$2.00/M
SECURE FTP	\$50.00/F

RELATED LISTS

-  PUBLISHERS CLEARING HOUSE MERCHANDISE BUYERS
-  OLDIES.COM
-  FRANK CAWOOD & ASSOCIATES MASTERFILE
-  TV GUIDE
-  FRANK CAWOOD & ASSOCIATES HEALTH BOOK BUYERS
-  PUBLISHERS CLEARING HOUSE MAGAZINE BUYERS
-  COUNTRY STORE
-  ANNIE'S - GOOD OLD DAYS MAGAZINE
-  ALOES INTERNATIONAL
-  PUBLISHERS CLEARING HOUSE BUYERS MASTERFILE